

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Festival on the Green Subcommittee**

**Monday, September 12, 2011**

**Conference Room B–Mansfield Town Hall**

**(860) 429-2740**

**5:00 p.m.**

**Minutes**

**Present:** Betsy Paterson, Tom Birkenholz, Kim Bova, Janine Callahan, Natalie Miniutti, and Barry Schreier

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Kathleen Paterson called the meeting to order at 5:05 pm.

**2. Public comment**

There was no public comment.

**3. Review Task List**

Set-up: Natalie Miniutti reviewed the site plan with the committee.

**Ms. van Zelm will check with CT1 Media to see if they still plan to bring a news van [Done].**

Tom Birkenholz suggested moving the portable restrooms farther away from the booths. The committee agreed.

**Ms. K Paterson will follow-up with Curt Vincente about ideas for using the open areas [Done].**

Mr. Birkenholz suggested looking into the person who creates large sandcastles at the Woodstock Fair for next year.

Advertising: Cynthia van Zelm said she and Betsy Paterson appeared on Bruce John's show on Channel 14 and on Mark Paquette's show.

Ms. K. Paterson said that she sent out the press release about the Community Puppet-Building Workshop. Two other press releases, one about volunteers and one about the *Festival* in general, are ready to be sent in the following weeks.

Art: Kim Bova reported that the selections had been made. She said there were fewer pieces than in last year's show, but the selection committee thought it was a strong show.

Ms. K. Paterson said that the acceptance letters had been mailed.

Ms. K. Paterson said that the ribbons for the winners are ready to be picked up. **Tom Birkenholz volunteered to pick up the ribbons [Done].**

Food: Ms. K. Paterson reviewed the confirmed and tentative food vendors.

**Ms. Miniutti offered to contact Pub 32 [Done].**

Ms. K. Paterson said she did not contact the Dairy Bar due to Family Weekend and Cornucopia occurring on the same weekend. She added that Chuck & Augie's had declined for that reason.

Music: Ms. K. Paterson reviewed with the committee the groups that had expressed interest in performing at the *Festival*.

Parade: Mr. Birkenholz said he contacted Bruce John about having "The Jester" appear in the parade. He also said that he is looking for three convertibles for the Grand Marshal and others who will need to ride rather than walk in the parade.

**Ms. Miniutti will ask around for a convertible [Done].**

**Mr. Birkenholz will have the draft order for the parade for the committee's review at the next meeting [Done].**

**Barry Schreier and Mr. Birkenholz will make signs for the Grand Marshal, UConn President Herbst, and Mayor Paterson [Done].**

Mr. Schreier said volunteers will be needed to keep the area in front of the stage clear for the UConn Marching Band at the end of the parade.

**Mr. Schreier and Mr. Birkenholz will ask some of the Parade volunteers to circle through the grounds to notify vendors and visitors about the start of the Parade.**

Set-up: Ms. van Zelm stated that clarification on the Charter van is needed with regards to whether they need cables to reach the stage. **She will confirm with Charter [Done].**

The committee discussed the possibility of the Life-Star helicopter arriving for visitors to view and the logistics surrounding the possible appearance.

Ms. K. Paterson said she had send an email to Assistant Dean Yungclas at the School of Fine Arts requesting that an email be sent to students, faculty, and staff announcing that the parking lot is closed for the weekend. **She will follow-up with Assistant Dean Yungclas [Done].**

**Ms. van Zelm will post signs in the high school lot on Friday and will check the school's event calendar [Done].**

Volunteers: Ms. K. Paterson reported that she has received a good number of responses and will begin making preliminary assignments. **She will send a press release to local media tomorrow [Done].**

#### **4. Review Supply Needs list**

Ms. K. Paterson shared the list of needed supplies with the Committee and asked members to mark their names next to items they can loan. She asked that loaned items be marked with the owner's name and brought to the *Festival* on the day of the event.

#### **5. Celebrate Mansfield Weekend**

Vintage Mansfield: Ms. K. Paterson reported that 47 responses had been received and that the responses were ahead of the previous year in terms of the dollar amount.

Picnicpalooza!: Ms. K. Paterson said that Sara-Ann Bourque is handling the publicity for the event.

#### **6. Adjourn**

The meeting adjourned at 7:10 pm.

*Minutes prepared by Cynthia van Zelm and Kathleen M. Paterson*